



WCPO

## ORDER

Print Date 08/02/12

Page 1 of 4

Flight Dates 08/01/12-08/07/12

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Contract / Revision 306408 /

Original Date / Revision  
07/31/12 07/31/12

Advertiser RNC-Romney / Republican /

Agency American Rambler Producti

Buying Contact

138 Conant Street  
Beverly, MA 01915

Product

Candidate. RNC Romney 08.01-08.1

Agency Com 15%

Billing Contact

138 Conant Street  
Beverly, MA 01915

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # Order # 6

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
UNKWN	100%
WBQC	%
WCET	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%
WXIX	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	122	\$67,320.00	\$79,200.00	0.00	07/30/12	08/07/12	122	\$67,320.00	\$79,200.00
Totals	122	\$67,320.00	\$79,200.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	08/01/12	08/07/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--WTF--					4	\$400.00		0.00			
		Week: 08/06/12	08/12/12	MT-----					4	\$400.00		0.00			
N 2	WCPO	08/01/12	08/07/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	3	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--WTF--					3	\$800.00		0.00			
		Week: 08/06/12	08/12/12	MT-----					2	\$800.00		0.00			
N 3	WCPO	08/01/12	08/07/12	M-F 9-10a	CM	M-F 9-10a	MTWTF--	:30	6	\$260.00	P-3	0.00	NM	10	\$2,600.00



WCPO

Print Date: 08/02/12

Page 2 of 4

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Contract / Revision 306408 Flight Dates 08/01/12-08/07/12

Hiatus Dates

Original Date / Revision 07/31/12/ 07/31/12

Order Sep 00:20:00

Advertiser RNC-Romney / Republican Product Candidate. RNC Romney 0 Estimate # Order # 6

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
Live with Regis and Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--WTF--					6	\$260.00		0.00			
		Week: 08/06/12	08/12/12	MT-----					4	\$260.00		0.00			
N 4	WCPO	08/01/12	08/07/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$500.00	P-1	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--WTF--					3	\$500.00		0.00			
		Week: 08/06/12	08/12/12	MT-----					2	\$500.00		0.00			
N 5	WCPO	08/01/12	08/07/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	6	\$350.00	P-3	0.00	NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--WTF--					6	\$350.00		0.00			
		Week: 08/06/12	08/12/12	MT-----					4	\$350.00		0.00			
N 6	WCPO	08/01/12	08/07/12	M-F 3-4p M-F 3-4p	CM	3-4p	MTWTF--	:30	3	\$550.00	P-1	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--WTF--					3	\$550.00		0.00			
		Week: 08/06/12	08/12/12	MT-----					2	\$550.00		0.00			
N 7	WCPO	08/01/12	08/07/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	6	\$500.00	P-3	0.00	NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--WTF--					6	\$500.00		0.00			
		Week: 08/06/12	08/12/12	MT-----					4	\$500.00		0.00			
N 8	WCPO	08/01/12	08/07/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	6	\$600.00	P-3	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--WTF--					6	\$600.00		0.00			
		Week: 08/06/12	08/12/12	MT-----					4	\$600.00		0.00			
N 9	WCPO	08/01/12	08/07/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	4	\$750.00	P-2	0.00	NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--WTF--					6	\$750.00		0.00			
		Week: 08/06/12	08/12/12	MT-----					4	\$750.00		0.00			
N 10	WCPO	08/01/12	08/07/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	6	\$850.00	P-2	0.00	NM	11	\$9,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--WTF--					7	\$850.00		0.00			
		Week: 08/06/12	08/12/12	MT-----					4	\$850.00		0.00			
N 11	WCPO	08/01/12	08/07/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	MTWTF--	:30	3	\$1,600.00	P-1	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--WTF--					3	\$1,600.00		0.00			
		Week: 08/06/12	08/12/12	MT-----					2	\$1,600.00		0.00			
N 12	WCPO	08/01/12	08/07/12	M-F 730-8p Jeopardy	CM	M-F 730-8p	MTWTF--	:30	3	\$1,600.00	P-1	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--WTF--					3	\$1,600.00		0.00			
		Week: 08/06/12	08/12/12	MT-----					2	\$1,600.00		0.00			
N 13	WCPO	08/01/12	08/07/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	3	\$900.00	P-2	0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--WTF-S					4	\$900.00		0.00			



WCPO

Print Date: 08/02/12

Page 3 of 4

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Contract / Revision 306408 Flight Dates 08/01/12-08/07/12

Hiatus Dates

Original Date / Revision 07/31/12/ 07/31/12

Order Sep 00:20:00

Advertiser RNC-Romney / Republican Product Candidate, RNC Romney 08 Estimate # Order # 6

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 13	WCPO	08/01/12	08/07/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	3	\$900.00	P-2	0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MT-----					2	\$900.00		0.00			
N 14	WCPO	08/01/12	08/07/12	M-F 1135p-1202a Nightlin M-F 1135p-1202a Nightlin	CM	1135p-1202a	MTWTF--	:30	3	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--WTF--					3	\$400.00		0.00			
		Week: 08/06/12	08/12/12	MT-----					2	\$400.00		0.00			
N 15	WCPO	08/01/12	08/07/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	3	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	--WTF--					3	\$200.00		0.00			
		Week: 08/06/12	08/12/12	MT-----					2	\$200.00		0.00			
N 16	WCPO	08/03/12	08/03/12	Friday Prime Special Friday Prime Special	CM	8-11p (9:00 PM-11:00 PM)	----F--	:30	1	\$1,800.00	P-8	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	----F--					1	\$1,800.00		0.00			
N 17	WCPO	08/04/12	08/04/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S-					1	\$250.00		0.00			
N 18	WCPO	08/01/12	08/07/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S-					1	\$400.00		0.00			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
N 19	WCPO	08/01/12	08/07/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S-					1	\$500.00		0.00			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
N 20	WCPO	08/01/12	08/07/12	SA 6-7p News SA 6-7p News	CM	558-7p (5:58 PM-6:30 PM)	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S-					1	\$600.00		0.00			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
N 21	WCPO	08/01/12	08/07/12	SA 7-730p SA 7-730P	CM	658-730p	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S-					1	\$600.00		0.00			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
N 22	WCPO	08/01/12	08/07/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S					1	\$300.00		0.00			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
N 23	WCPO	08/01/12	08/07/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S					1	\$400.00		0.00			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			



WCPO

Print Date: 08/02/12

Page 4 of 4

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Contract / Revision 306408 Flight Dates 08/01/12-08/07/12

Hiatus Dates

Original Date / Revision 07/31/12/ 07/31/12

Order Sep 00:20:00

Advertiser RNC-Romney / Republican Product Candidate. RNC Romney 08/ Estimate # Order # 6

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 24	WCPO	08/01/12	08/07/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S					1	\$450.00		0.00			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
N 25	WCPO	08/01/12	08/07/12	SU 9-10a SU 9-10a	CM	9-10a	-----S	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S					1	\$1,000.00		0.00			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
N 26	WCPO	08/01/12	08/07/12	SU 6-7p News SU 6-7p News	CM	558-7p (5:58 PM-6:30 PM)	-----S	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S					1	\$700.00		0.00			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
N 27	WCPO	08/01/12	08/07/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	1	\$1,400.00	P-8	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	-----S					1	\$1,400.00		0.00			
		Week: 08/06/12	08/12/12	-----					0	\$0.00		0.00			
													Totals	122	\$79,200.00